



The Greatest  
WHITE  
SALE  
of all.

# OUR GREAT JANUARY WHITE SALE

Commencing Friday, January 16th, ending January 31st.

## The Greatest Value-giving Event of the Season.

No doubt about it. A brilliant Bargain giving event planned with that fore-knowledge of your requirements, gained in years of successful merchandising. Bargain surprises in every department. Values that have never before been equalled here or anywhere else. Huge stocks of dependable and trustworthy goods priced so low that you simply can't afford to let this great opportunity go by.

## Grand Display of Dainty Whitewear.

### White Cambric Nightdresses.

Dainty effects in various pretty styles, square, round and sailor collars, ribbon and embroidery trimmed.

Reg. 80c. Sale Price 64c.	Reg. \$2.35. Sale Price \$1.92
Reg. 90c. Sale Price 72c.	Reg. \$2.50. Sale Price \$2.05
Reg. \$1.10. Sale Price 88c.	Reg. \$2.65. Sale Price \$2.15
Reg. \$1.25. Sale Price \$1.00	Reg. \$2.75. Sale Price \$2.30
Reg. \$1.45. Sale Price \$1.16	Reg. \$3.25. Sale Price \$2.69
Reg. \$1.80. Sale Price \$1.50	Reg. \$3.75. Sale Price \$3.00

### White Cambric Camisoles.

Various styles, all pretty, trimmed with lace, ribbon and tucks.

Reg. 25c. Sale Price 20c.	Reg. 75c. Sale Price 60c.
Reg. 35c. Sale Price 29c.	Reg. \$1.20. Sale Price 96c.
Reg. 45c. Sale Price 39c.	Reg. \$1.25. Sale Price \$1.00
Reg. 55c. Sale Price 44c.	Reg. \$1.30. Sale Price \$1.04
Reg. 60c. Sale Price 48c.	Reg. \$1.40. Sale Price \$1.12
Reg. 70c. Sale Price 56c.	Reg. \$1.50. Sale Price \$1.20

### White Cambric Knickers.

Splendid patterns in English and American makes.

Reg. 40c. Sale Price 34c.
Reg. 50c. Sale Price 40c.
Reg. 60c. Sale Price 48c.
Reg. 70c. Sale Price 56c.
Reg. 80c. Sale Price 64c.
Reg. \$1.20. Sale Price 96c.
Reg. \$1.25. Sale Price \$1.00
Reg. \$1.60. Sale Price \$1.25

### White Cambric Chemises.

Beautiful designs in Swiss Embroidery, many finished with Pink and Blue Draw Ribbon.

Reg. 50c. Sale Price 40c.
Reg. 65c. Sale Price 52c.
Reg. 70c. Sale Price 56c.
Reg. 90c. Sale Price 72c.
Reg. 95c. Sale Price 76c.
Reg. \$1.25. Sale Price \$1.00

### LACE CURTAINS.

We expect to do a big business in Lace Curtains. A large consignment has arrived, specially bought for this sale. Many new and attractive patterns in both fine and massive effects are included.

Size 2 1/2 yds. long, 38 ins. wide. Reg. 40c. pr. Sale Price.. 35c.	Reg. 40c. pr. Sale Price.. 35c.
2 1/2 yds. x 38 in. Reg. 55c. pair. Sale Price .. 44c.	Reg. 55c. pair. Sale Price .. 44c.
2 1/2 yds. x 40 in. Reg. 65c. pair. Sale Price .. 55c.	Reg. 65c. pair. Sale Price .. 55c.
2 1/2 yds. x 40 in. Reg. 75c. pair. Sale Price .. 63c.	Reg. 75c. pair. Sale Price .. 63c.
2 1/2 yds. x 50 in. Reg. 90c. pair. Sale Price .. 77c.	Reg. 90c. pair. Sale Price .. 77c.
3 yds. x 47 in. Reg. \$1.00 pair. Sale Price .. 85c.	Reg. \$1.00 pair. Sale Price .. 85c.
3 yds. x 50 in. Reg. \$1.20 pair. Sale Price .. \$1.00	Reg. \$1.20 pair. Sale Price .. \$1.00
3 yds. x 50 in. Reg. \$1.40 pair. Sale Price .. \$1.20	Reg. \$1.40 pair. Sale Price .. \$1.20
3 yds. x 52 in. Reg. \$1.65 pair. Sale Price .. \$1.48	Reg. \$1.65 pair. Sale Price .. \$1.48
3 1/2 yds. x 56 in. Reg. \$2.25 pair. Sale Price .. \$1.90	Reg. \$2.25 pair. Sale Price .. \$1.90
3 1/2 yds. x 58 in. Reg. \$2.75 pair. Sale Price .. \$2.35	Reg. \$2.75 pair. Sale Price .. \$2.35
3 1/2 yds. x 60 in. Reg. \$3.25 pair. Sale Price .. \$2.75	Reg. \$3.25 pair. Sale Price .. \$2.75
3 1/2 yds. x 60 in. Reg. \$3.75 pair. Sale Price .. \$3.15	Reg. \$3.75 pair. Sale Price .. \$3.15
3 1/2 yds. x 60 in. Reg. \$4.25 pair. Sale Price .. \$3.57	Reg. \$4.25 pair. Sale Price .. \$3.57
3 1/2 yds. x 60 in. Reg. \$4.75 pair. Sale Price .. \$4.00	Reg. \$4.75 pair. Sale Price .. \$4.00
3 1/2 yds. x 60 in. Reg. \$5.75 pair. Sale Price .. \$4.90	Reg. \$5.75 pair. Sale Price .. \$4.90
3 1/2 yds. x 60 in. Reg. \$7.25 pair. Sale Price .. \$6.60	Reg. \$7.25 pair. Sale Price .. \$6.60

### Fancy Tea Tray and Table Cloths.

#### Tray Cloths.

Linen, trimmed with embroidery, lace, hemstitching, &c.; all regular sizes.

Reg. 45c. ea. Sale Price.. 39c.
Reg. 55c. ea. Sale Price.. 44c.
Reg. 65c. ea. Sale Price.. 50c.
Reg. 85c. ea. Sale Price.. 69c.
Reg. \$1.00 ea. Sale Price.. 80c.
Reg. \$1.30 ea. Sale Price.. \$1.04
Reg. \$1.85 ea. Sale Price.. \$1.45

#### Table Centres.

Very pretty designs in Linen, trimmed with lace and embroidery.

Reg. 25c. each. Sale Price.. 20c.
Reg. 40c. each. Sale Price.. 34c.
Reg. 50c. each. Sale Price.. 40c.
Reg. 55c. each. Sale Price.. 44c.
Reg. 65c. each. Sale Price.. 50c.
Reg. 85c. each. Sale Price.. 69c.

#### Sideboard Covers.

Tamoured Muslin, lace trimmed, linen, &c.; all sizes.

Reg. 45c. ea. Sale Price.. 39c.
Reg. 55c. ea. Sale Price.. 44c.
Reg. 75c. ea. Sale Price.. 60c.
Reg. 85c. ea. Sale Price.. 69c.
Reg. \$1.00 ea. Sale Price.. 80c.
Reg. \$1.25 ea. Sale Price.. \$1.00

#### Duchesse Sets.

4 pieces in each set, various pretty makes; linen and lace trimmed.

Reg. 40c. set. Sale Price.. 34c.
Reg. 50c. set. Sale Price.. 40c.
Reg. 60c. set. Sale Price.. 50c.
Reg. 75c. set. Sale Price.. 60c.
Reg. 85c. set. Sale Price.. 69c.
Reg. \$1.10 set. Sale Price.. 88c.
Reg. \$1.25 set. Sale Price.. \$1.00
Reg. \$1.65 set. Sale Price.. \$1.25
Reg. \$2.00 set. Sale Price.. \$1.60

### QUILTS.

Exceptional good buying opportunities in White Quilts of all descriptions—Honey Combed, Marcella, Grecian, Scottish and other popular makes—all marked at prices that will claim the attention of every housekeeper.

Here's the Sale that appeals strongest to the women of St. John's and vicinity. It is our chief semi-annual sale event. It is widely known and eagerly awaited as the time for supplying one's needs for months ahead. We are particularly proud of this collection and can confidently say that it surpasses all previous showings for beauty, durability and lowness of price. Strong inducements these, so take early advantage of this Sale.

## Marvellous BLOUSE VALUES.

This is strictly a clearance sale of White Lawn, Linen and Muslin Blouses. All sizes are represented but the quantities are limited, so come early for yours.

\$1.50, \$2.10 and \$2.50 values for .....	80c
\$1.60, \$1.75 values for .....	96c
\$1.50, \$1.85 values for .....	1.00
\$3.00 values for .....	1.20
\$2.00 values for .....	1.40
\$2.85, \$3.10 values for .....	1.52

## A Great Array OF UNDERSKIRTS.

In a large variety of pretty styles, well cut garments, carefully finished in every way. Princess and other styles, for Ladies and Misses.

Reg. 55c. each. Sale Price .....	44c.
Reg. 80c. each. Sale Price .....	64c.
Reg. 95c. each. Sale Price .....	76c.
Reg. \$1.20 each. Sale Price .....	96c.
Reg. \$1.50 each. Sale Price .....	\$1.20
Reg. \$2.10 each. Sale Price .....	\$1.68
Reg. \$2.35 each. Sale Price .....	\$1.90
Reg. \$2.75 each. Sale Price .....	\$2.30
Reg. \$3.75 each. Sale Price .....	\$3.15
Reg. \$4.25 each. Sale Price .....	\$3.59
Reg. \$6.50 each. Sale Price .....	\$5.47
Reg. \$7.75 each. Sale Price .....	\$6.67

A  
Great Sale of  
**EMBROIDERIES.**

Thousands of yards of  
Delightful Embroideries.

All fresh and in perfect condition. A better variety we have never offered. There are in the collection beautiful  
EDGINGS, FLOUNCINGS,  
CORSET COVERINGS,  
ALL-OVERS & INSERTIONS,  
in a profusion of patterns. Their downfall in price has come for reasons other than quality. They are here for you during the White Sale at a fractional part of their real value. For the choicest patterns you must be here early.  
PRICES RANGE from 2c. to 75c. yard.

# The Royal Stores Ltd.

### PILLOW CASES, SHAMS, &c.

The busy housewife, who has no time for sewing, can save substantially on her Pillow Cases and Shams by buying them here during this White Sale. Prices were never so low.

#### Pillow Cases.

In various styles, plain and fancy, frilled embroidered and hemstitched.

Reg. 20c. Sale Price 16c.
Reg. 25c. Sale Price 20c.
Reg. 35c. Sale Price 29c.
Reg. 40c. Sale Price 34c.
Reg. 45c. Sale Price 38c.
Reg. 50c. Sale Price 40c.
Reg. 60c. Sale Price 48c.
Reg. 75c. Sale Price 58c.

#### Pillow Shams.

Assorted sizes, lace trimmed, embroidered and hemstitched.

Reg. 16c. Sale Price 12c.
Reg. 40c. Sale Price 34c.
Reg. 50c. Sale Price 40c.
Reg. 55c. Sale Price 43c.
Reg. 60c. Sale Price 45c.
Reg. 65c. Sale Price 48c.
Reg. 75c. Sale Price 58c.
Reg. 90c. Sale Price 72c.

### White Flette Nightdresses.

Made in different styles, sailor and low necks, pretty silk embroidery effects on yokes and sleeves; all sizes.

Reg. 85c. ea. Sale Price 65c.	Reg. \$1.80 ea. Sale Price \$1.50
Reg. 95c. ea. Sale Price 76c.	Reg. \$2.00 ea. Sale Price \$1.60
Reg. \$1.25 ea. Sale Price \$1.00	Reg. \$2.50 ea. Sale Price \$2.05

### Scotch Winsey Nightdresses.

Winsey Nightdresses, various styles and sizes.

Reg. \$2.60. Sale Price .....	\$2.13
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### Flette Chemises.

Trimmed with embroidery, lace and tucks.

Reg. 50c. ea. Sale Price 40c.
Reg. 75c. ea. Sale Price 60c.
Reg. \$1.25 ea. Sale Price \$1.00

### "t axella" Nightdresses.

"Blaxella" Nightdresses, all wool, guaranteed unshrinkable; round and square neck styles.

Reg. \$5.75 ea. Sale Price .....	\$3.45
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### Flette Knickers.

Reg. 45c. pr. Sale Price.. 38c.
Reg. 50c. pr. Sale Price.. 40c.
Reg. 60c. pr. Sale Price.. 48c.
Reg. 80c. pr. Sale Price.. 64c.
Reg. \$1.00 pr. Sale Price.. 80c.

### CHILDREN'S WHITEWEAR.

This sale offers extraordinary money-saving chances on Children's Whitewear and Underwear. The qualities and styles represented here at such low prices should cause every mother to consider whether it is worth the time, trouble and expense to make up garments. In every instance during this great sale you save

#### 10 to 20 per ct.

on your children's clothes.

#### INFANTS' PINAFORES.

(Sizes 18 in. to 24 in.)

Regular 20c. each. Sale Price .....	16c.
Regular 30c. each. Sale Price .....	25c.
Regular 45c. each. Sale Price .....	35c.
Regular 60c. each. Sale Price .....	50c.
Regular 90c. each. Sale Price .....	76c.

### Sheets, Sheeting.

#### WHITE SHEETS.

(Twilled.)

Size 68 x 81 ins. Reg. \$1.55 pair. Sale Price .....	\$1.28
Size 68 x 90 ins. Reg. \$1.85 pair. Sale Price .....	\$1.57
Size 72 x 90 ins. Reg. \$2.50 pair. Sale Price .....	\$2.10
Size 81 x 99 ins. Reg. \$4.50 pair. Sale Price .....	\$3.78
Size 81 x 99 ins. Reg. \$5.00 pair. Sale Price .....	\$4.25

#### WHITE TWILL SHEETING.

Width 68 in. Reg. 30c. yard. Sale Price .....	20c.
Width 68 in. Reg. 35c. yard. Sale Price .....	30c.
Width 80 in. Reg. 50c. yard. Sale Price .....	44c.
Width 80 in. Reg. 75c. yard. Sale Price .....	65c.

#### PLAIN WHITE SHEETING.

Width 72 in. Reg. 40c. yard. Sale Price .....	35c.
Width 72 in. Reg. 45c. yard. Sale Price .....	40c.
Width 80 in. Reg. 60c. yard. Sale Price .....	53c.
Width 80 in. Reg. 70c. yard. Sale Price .....	60c.

### TABLE LINENS.

#### LINENS YOU CAN TRUST.

When you find goods that you can trust, you have gone a long way towards being satisfied. To satisfy folks with Linens has long been a success with us. This Sale offers you a real opportunity to save on Reliable Linens.

#### WHITE DAMASK TABLE CLOTHS.

Size 2 x 2 1/2 yards. Reg. \$1.25. Sale Price .....	\$1.05
Size 2 x 2 1/2 yards. Reg. \$1.75. Sale Price .....	\$1.47
Size 2 x 3 yards. Reg. \$2.20. Sale Price .....	\$1.90
Size 2 x 2 1/2 yards. Reg. \$6.75. Sale Price .....	\$5.75

#### HEMMED TABLE CLOTHS.

Size 51 x 79 in. Reg. \$1.00 each. Sale Price .....	85c.
Size 2 x 2 1/2 yds. Reg. \$2.00 each. Sale Price .....	\$1.68
Size 2 x 2 1/2 yds. Reg. \$2.75 each. Sale Price .....	\$2.35
Size 2 x 2 1/2 yds. Reg. \$4.50 each. Sale Price .....	\$3.78
Size 2 x 2 1/2 yds. Reg. \$5.75 each. Sale Price .....	\$4.90

(Hemstitched.)

Size 63 x 63 in. Reg. \$2.00 each. Sale Price .....	\$1.68
Size 70 x 106 in. Reg. \$4.75 each. Sale Price .....	\$4.00

#### TABLE NAPKINS.

(Size 22 x 22—Hemmed.)

Regular 9c. each. Sale Price .....	7c.
Regular 12c. each. Sale Price .....	10c.
Regular 20c. each. Sale Price .....	17c.
Regular 45c. each. Sale Price .....	39c.

### Circular Pillow Cotton.

(Plain.)

42 in. Reg. 20c. yd. for... 17c.	42 in. Reg. 22c. yd. for... 19c.
43 in. Reg. 22c. yd. for... 19c.	42 in. Reg. 25c. yd. for... 22c.
42 in. Reg. 30c. yd. for... 25c.	42 in. Reg. 30c. yd. for... 25c.
46 in. Reg. 35c. yd. for... 30c.	42 in. Reg. 30c. yd. for... 25c.
48 in. Reg. 40c. yd. for... 35c.	48 in. Reg. 40c. yd. for... 35c.